

CONTACTS

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CONTACTS

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Published to communicate the accomplishments and activities of the 9,800 Western Division staff, the performance and progress of our company and the retail industry.

IN THIS ISSUE

- The Advantage of Photography — 2
- Are Winters Getting Longer? — 4
- People Are Their Business — 5
- How to Win Friends and Influence Customers — 6
- What is a New Year? — 8
- News, Pictures — 9
- Good Neighbours — 16

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COVER STORY: The nine men on this month's cover were among the leading staff members who helped make Winnipeg's Gallery of Fine Furniture a reality. They are, front row, from left to right, Frank Domanski, Carpenter; Ed Davidson, Paint Shop Supervisor; Shalon Saban, Furniture Polisher and Michael Korall, Carpenter. In the back row, left to right, are: John Card, Sales; George Hammond, Group Sales Manager; Barry C. Bray, Gallery Manager and Terry Sheardown, Interior Design Supervisor.



To create top-notch pictures, photographers have to pay particular attention to detail. Head Photographer Myron Zabol, centre, adjusts model Leslie Hull's pose, while Fashion Photographer Ken Lee lines up the shot.

The Advantage of Photography

ADVERTISING is a living thing. A good advertisement of yesterday may be a very poor one today. To keep Eaton's advertising up to date, the Company is continually introducing techniques to make ads more effective. One of these is the increasing use of top-notch photography.

To meet the Company's expanding photography needs, a fully equipped photo studio went into operation last month in the new Divisional Advertising Offices, Winnipeg Catalogue Building.

"The primary object of using good photography in our advertising is, of course, to sell merchandise," said Jack Stratford, Art Director, "but we're also trying to give Eaton's ads a look and style that's easily recognized."

One of the main advantages of having our own studio, other than saving money, explained Mr. Stratford in a recent interview, is that the department is able to feature many more items than before at the same cost.

Speed is another important factor. "When something new arrives at Eaton's, photos can be produced overnight," said Mr. Stratford, "to meet the deadlines."

"This wouldn't be possible without having our own studio," he added.

This flexibility enables a closer collaboration between different sections of advertising.

"If an ad's layout requires a combination of art and photography, it's important that both groups be under the same roof," Mr. Stratford said.

Head photographer Myron Zabol, directs the studio's operation. Mr. Zabol, who hails from Edmonton, has had an extensive background in photography. He recently completed a comprehensive course in photography sponsored by Kodak at their Technical Services Centre, Toronto.

All the technical details of a shot are carefully plotted before hand. Set Stylist Shirley Walker, prepares the models and the merchandise for the cameras. She pays particular attention to detail. "Accuracy is vitally important in this business," said Mrs. Walker, who takes care of a myriad of responsibilities ranging from shining a model's shoes to making sure the right merchandise is ready for shooting.

Fashion photography is the specialty of Ken Lee, a combination photographer and layout artist.

How does a photographer capture the right pose? "The creation of the mood we get in a picture is usually arrived at spontaneously with the model during the shooting session," said Mr. Lee.

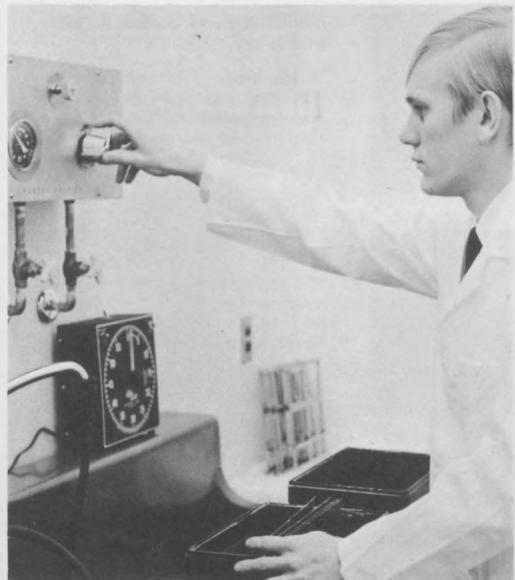
The studio is always on the lookout for models. "Any staff member interested in this type of work should contact the Advertising Office," said Mr. Zabol.

The darkroom is operated by Hans Sipma, who is also a photographer.

Future plans include the setting up of facilities for making television commercials. The Company's aim is to make the area into one of the top photo studios in Western Canada.



Set Stylist Shirley Walker prepares model Diane Hinkel for the camera.



Hans Sipma, a studio photographer, develops film in the studio's darkroom.



Are Winters Getting Longer?



Jackie Hayne, Port Arthur Lingerie.

"Winters in the Lakehead don't seem to be getting longer — but colder. We're having more 30 degrees below weather than ever before."



Jack Scribner, Brandon Shoe Department.

"I think Fall is extending more into winter and giving us a shorter cold season. As an ardent curler, I don't mind how long the winter is, providing there's plenty of good ice."



Edith Hainstock, Regina women's wear Dept.

"I think so. The cold weather is becoming more severe. For the past two winters I haven't been able to wear my summer coat."



Gordon Upton, Saskatoon Store Receiver.

"I'd say winters haven't changed much in length. But if they get any longer I'd think seriously about hibernating."



Irene Keeble, Winnipeg Men's Furnishings:

"I'm sure winters are longer because the summers are becoming shorter. My family likes to go camping and number of warm weekends appear to be diminishing each year."

Hazel Read, Saskatoon Drugs.

"Winters are getting longer. However, if I lived in Hawaii I'd probably think they were becoming shorter."



Olva Collister, Brandon Accounts Office:

"I firmly believe our winters are getting shorter. But, as far as I'm concerned, they're not short enough."



Gordon Beal, Saskatoon Store Receiver:

"This winter seems to be longer. I work out-of-doors a lot so I'm a pretty good judge of weather. However, the current winter often always seems to be the worst."



Josephine Boychuk, Port Arthur Ladies' Ready-to-wear:

"Six months of winter is too long! And there's no sign of it getting any shorter. However, sports like curling and hockey make it bearable."



Ted Forrester, Regina Draperies:

"Yes! Winters are getting longer. The yardstick I use is the length of time the snow remains on the ground."



People Are Their Business

Eaton's Life Assurance Office

Has Been Serving Eatonians

in the Western Division

For the Past 48 Years.



Staff members in the T. Eaton Life Assurance Company's new centrally-located office, 8th floor, Winnipeg Store, are Francis Hawryluk, left, Sandra Pettitt and Mary Kosary.

Among the best known people in the Western Division are Helen Fisher and Jimmie Quinn of the Winnipeg Store. Why? Because their business is people. For over a quarter of a century Miss Fisher and Mr. Quinn have acted as agents for the T. Eaton Life Assurance Company. The area they serve covers Eaton Stores and Catalogue Order Offices from Alberta to the Lakehead.

Both agents have achieved an outstanding record of success in the insurance business. Helen Fisher has been recognized by the Life Underwriters Association for the quality service she has provided to her clients. In 1949 Jimmie Quinn qualified as a member of an association of leading life insurance representatives known as the "Million Dollar Round Table". He's now a life member of this organization. To qualify, Mr. Quinn has annually sold over one million dollars of insurance for 17 years.

The Company's total amount of insurance under the Individual and Group policies exceeded \$250 million in 1966. During the same year, the Company made payments of \$1 million to beneficiaries and \$2 million to living policy holders. A wide range of insurance plans is issued by the Company, tailored to meet their customers' requirements.

An added feature, exclusive to staff members and their families, is the 10 percent allowance that the T. Eaton Company pays on premiums for insurance of up to \$25,000.00. Premiums may be paid through a convenient payroll deduction plan.

Last month, this organization, which has been serving Eatonians since 1920, moved to a new central location on the 8th floor of the Winnipeg Store.



In the Life Assurance office, Jimmie Quinn holds an informal sales meeting with Helen Fisher, centre, and Lucille Sanderson, secretary.



The Women's Alterations Workroom is bustling with activity as staff use their skills to bring new life to the garments of Eaton customers.

How to Win Friends and Influence Customers

Altering garments takes talent and teamwork. When items are brought for alterations, staff members, known as fitters, put to work their skillful fingers and fashion knowledge to meet the requirements of Eaton customers.

Special attention is given to detail. Fitters not only suggest changes and accessories to make the garment fit, but to also bring them in line with the latest styles. They use their flair for fashion and creative ideas to please customers.

"Many customers are pleasantly sur-

prised when they see the finishing touches and extra effort of staff," said Grace Lowe, Head Fitter in Winnipeg, "and we receive many comments about their ingenuity."

The fitters work closely with the Winnipeg Alterations Workroom where staff employ the latest sewing techniques to give the repaired garments a professional look. Much of the work done by fashion-conscious staff is hidden from the eye. Accuracy in tailoring is their hallmark.

To make sure the changes meet approval, garments are basted and the customer is called in for a fitting.

Demands for alterations are often governed by the trends in fashion. "The current mini-skirt style has vastly increased the number of hem lines we've had to raise," said Nuria Clotet, Alterations Workroom Supervisor.

Seasons also effect the business. "Our peak period for altering coats and children's outfits is in early fall," said Mrs. Clotet. "We also do a brisk business in formal gowns just before Christmas."

Bridal gowns, however, are not influenced by the time of year. "We get a steady year-round request for wedding outfits," added Mrs. Clotet. The Workroom Supervisor keeps up with the latest trends in fashion by reading a wide selection of magazines and trade journals on the garment business.

Staff work with many different materials including fur, leather and metallic fabrics.

Once the garment has been altered, the keen eyes of checkers make careful examinations for faults or flaws.

The professional workmanship of these men and women has helped win many friends for the Company and influence them to shop at Eaton's.



Mary Mahyle and Minnie Schentag use their dexterous fingers and knowledge of fashion to restore garments to their previous lustre and to bring them in line with today's styles.



Nuria Clotet, Women's Alterations Supervisor, left, inspects the work done on an evening gown, while Mrs. W. Moller measures the hem.



Fitters Grace Lowe, left, and Mary Keller, right, deftly determine the changes to be made on Kay Anderson's dress.



Winnie Walker, Mrs. Clotet's assistant, is writing instructions on an alterations tag. Mrs. Walker recently celebrated her 45th year with the department.



Presser George Drobolo skillfully smooths out any creases in the garments with a hand press.



Minnie Gaenswein scrutinizes all items to make sure the alterations are complete.

**How To Win Friends And
Influence Customers (Cont.)**



BRANDON: Ella McLaughlin, left, and Jean Stair accurately measure a garment.



PORT ARTHUR: Many of the garments altered by Seamstress Angelo Delpino are changed to match the new styles.



SASKATOON: Mrs. H. Field, left, and Mrs. M. McLeod alter over 2,500 items a year, ranging from girdles to parkas.

What is a New Year?

A few dates on the calendar? Yes, but more — much more. It's another chance to achieve our goals — to see our hopes and dreams become realities. Success depends upon our efforts to use time to its best advantage. Whether we succeed in making time for everything we wish to do depends upon how we tackle the job. Our hopes and dreams will only become realities if we work and strive for what we believe in.

1968 opens the door to new horizons, new opportunities, new challenges. The gift of a new year, however, brings no magic. It takes hard work to get the most out of each passing day. It's a time for renewing our resolutions to do better, to try harder. To give that little bit extra to do the best job. It is a time for closing the ledgers on the past mistakes and starting afresh.

The new year offers a chance for reflection. To take time out to enjoy a sunrise or sunset, to be a friend, to read a book, to learn more about other people and the world.

We should also remind ourselves that although we're another year older, we're also another year wiser.

Thomas Mann, the German novelist, said that the passage of time is the very soul of existence. It prompts us to feel and answer the newness of every day.

To make the best and happiest use of the new year's opportunities, we shouldn't peer backwards into the past or crane forward into the future, but concentrate on what lies clearly at hand.

news pictures

Fine Furniture Gallery Makes Debut in Winnipeg

Eatonians can be proud of the Gallery of Fine Furniture which was opened on the 7th floor, Winnipeg store, January 8. On display in the lavish mahogany and oak-panelled gallery, designed by Interior Designer Daniel Schwartzman of New York, is one of the most outstanding collections of fine furniture in Canada.

To bring this collection under one roof took months of planning. Many staff members were involved in making the gallery a reality. Working behind the scenes were carpenters, painters, furniture polishers and interior designers who used their skills to meet exacting requirements that have made the gallery a fitting place to display this dazzling array of furnishings.

"Only the finest materials were used in the construction of every piece of furniture in the Gallery," said Barry C. Bray, Manager.

Almost all the items, with the exception of antiques, are replicas, in one form or another, of furniture found in the world's leading museums, he added.

"The furniture's design has been modified to fit into today's living room and upholstered with modern, durable fabrics that retain the lustre and brilliance of authentic pieces," said Mr. Bray.



Tiana Gowron admires a magnificent reproduction of an Empire, 3-branch candelabrum from Austria. This piece is hand-chiselled and fire gilded in ormolu (gold) bronze.

Half of the furniture is Canadian made, while the balance was assembled and co-ordinated through Eaton's European Buying Offices.

Replicas of Sheraton and Adam chairs and tables from England are tastefully arranged with Austrian gilded candlesticks and Italian cabinets and figurines.

Special processes like antiquing and fire gilding were used to give the furniture an authentic look of the past.

"In some cases it would take an expert to tell whether the item wasn't

a real antique," said the Gallery's Manager.

Mr. Bray, who has been with the Company for 15 years, brings to his position a wealth of experience in the furniture business. He started his Eaton career with the Toronto store's Fine Furniture Gallery in 1953, as a section head. Prior to being transferred to Winnipeg last year, he held the position of assistant manager.

Mr. Bray is assisted by Tiana Gowron, Secretary, Interior Designer Terry Sheardown, John Card, Sales, and Furniture Polisher Shalon Saban.



A pair of elegant Louis XV 'Gondole Bergere' chairs, mixed with Louis XVI accessories, produced this lavish living room setting.



This dining room grouping, designed in the French 'Regence' style, is pleasantly displayed with mirrors from Italy and an oriental screen from Hong Kong.



Operator Helen Penner gets acquainted with the telephone equipment belonging to a position of the new Telephone Order Board in Winnipeg's Catalogue Building. At right is Dunny Dewar, Telephone Order Board Supervisor. The cutover of this equipment is slated for mid-February.

Leisure Days Ahead

Best wishes to the following Eatonians on their retirement.

Mr. Douglas R. Scott, Electrical Shop Tender, Winnipeg, 48 years of service.

Mr. F. H. Brown, Freight Distribution, Winnipeg, 42 years of service.

Mr. Harry Craig, Packer, Winnipeg, 34 years of service.

Mr. John W. Creasey, Vancouver Warehouse, 24 years of service.

Courtesy Counts

In recognition for outstanding customer service, Nan Anderson, Notions, and Fred Appleby, Furniture, received Parker pens.

A special inauguration presentation recently marked the beginning of a courtesy campaign which is to become a regular feature in the Saskatoon Store.

Golden Anniversary

Mr. and Mrs. Joe Green celebrated their 50th wedding anniversary in Winnipeg. Joe, a retired staff member, worked for 48 years in the Picture Frame Workroom.

Smart, Black Rate In Bowling Tourney

Les Smart, General Office, and captain Ted Black and his team captured the top honours in the Winnipeg 5-pin bowling league's mid-season roll-offs at the Bowldrome, Jan. 2.

Les won the singles knockout crown, while Ted and his crew Sybil Hannesson, Margaret Weymouth, Marge Young and Mary Hume walked off with the team knockout award.



Singles knock-out champ Les Smart, General Office, gives a few bowling pointers to the consolations winner Alice Slonowski, Beauty Salon.



The team knockout champs are, from left to right, Mary Hume, Sybil Hannesson, Marg Young, Ted Black, captain, and Margaret Weymouth.

Two Rinks Represent Eaton's In Manitoba Zone Playdowns



Skip
Randy Stinson,
Personnel.



Howard Blatt,
Food Services,
third.



Bert Farrant,
Workroom
Administration,
second.



Keith Perry,
Industrial
Engineering,
lead.



Skip
Errol Klinck,
Polo Park
Operating.



Dunc Kippen,
Commodity
Merchandiser,
third.



W. Evans,
Divisional
Personnel Manager,
second.



Doug Brault,
Wage
Administration,
lead.

Deadline Feb. 1

Applications Being Accepted For New Store

Construction of the new Polo Park store in Winnipeg is almost complete and plans are well underway to recruit staff to man this suburban outlet — destined to be one of the finest stores of its size in North America.

Approximately 500 Eatonians will be working in the 3-floor, 200,000 square foot structure. A wide range of positions are open to staff members in the Western Division. The majority of openings are in sales, while the balance covers the clerical and operating fields.

Application forms for regular and occasional staff are available from Personnel Offices in the Winnipeg Store, Catalogue and Service Building.

Some of the factors that will be given special consideration are length of service, related training and experience, and staff members who live in the vicinity of Polo Park.

All applications should be submitted, if possible, by February 1. Final selections are scheduled for completion by the beginning of March. Polo Park's opening date is May '68.



Tom Giles, Winnipeg Caretaking Supervisor, was awarded the Centennial Medal for his outstanding contribution to the community. Mr. Giles is a strong supporter of youth and service organizations.



STORE INTERIOR: This artist's rendering of the new Polo Park store's main floor shows the 'escalaire', an escalator with glass sides, at left, and the fashion area.



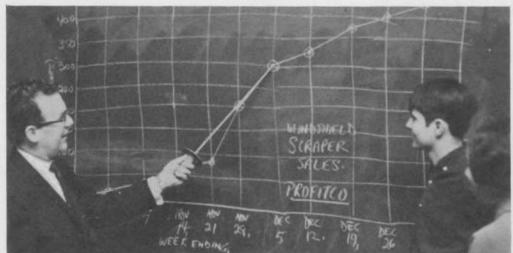
The residents of the Middlechurch Home for Senior Citizens in Winnipeg welcome the Grand Old Gent from the North Pole to their Christmas party, held on December 27. The M.C. at the Eaton sponsored get-together was Marjorie McKenzie, Catalogue Telephones, while Vic Taylor, Hosiery, and Jim Carter supplied the music.

Next Year is Eaton's Centennial

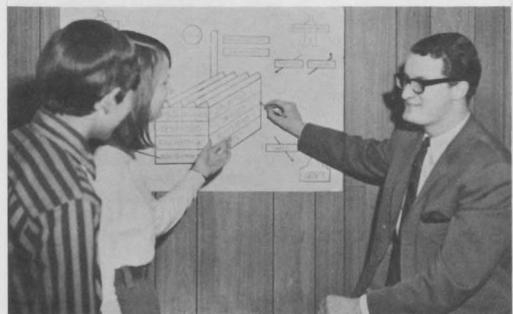
JA Companies Profit From Staff Know-how



Safety is an integral part of the JA business training. Production Advisor Brian Laxdal, Catalogue Merchandise Control Manager, right, outlines the importance of safe working habits to Diane Rosenberg and Steve McNair.



Sales Advisor Tom Keough, Budget Fashions, points out Profitco's rising sales figures to junior achievers Bob Nicoll and Marsha Finkle.



Management Advisor Gordon Courage, Statistical Office, explains the different operational levels involved in running a business to Cathy Brekelmans and Gordon Leonhardt.

Junior Achievement plays an important role in the community. As a business education organization it offers high school students the opportunity to gain practical pre-business experience by organizing and operating their own small scale companies under the guidance of adult advisors.

Two of the most successful companies in this year's Junior Achievement Program in Winnipeg are Eaton guided companies, GIMMIX and PROFITCO.

Each company consists of about 20 students who elect their own officers and decide on the product they wish to manufacture. The company-in-miniature sells stock for initial capitalization, purchases raw materials, leases machinery, sells products to the general public, pays wages and at the end of the season issues a report to stockholders.

A Junior Achievement product fair will be held in the Donald South area from February 9-10.

* * *



Percy Belan, centre, Management Advisor for the GIMMIX JA Company, has an informal discussion on how to operate a firm with Lori McWhirter and Barry Shell.



Production Advisor Bert Ferrant, Workroom Administration, standing left, and Gene Degen inspect the finished product at the end of an assembly line.

BC's Viola Bonick Tops Them All

The Division-wide, in-store solicitations contest's top award of \$75 was won by Mrs. Viola Bonick of Terrace, British Columbia.

Other runner-up winners in the December competition were: Mrs. Agnes Stark, Dept. 244, Brandon; Mrs. R. E. Ross, CSO, Winnipeg; M. Crampton, Heavy Goods Store, Swift Current, Saskatchewan; D. Thomson, Dept. 270, Port Arthur; R. Fraser, Dept. 260, Regina; E. Workman, Dept. 229, Winnipeg and A. Szabo, Prince Albert, Saskatchewan. These seven staff members received \$15 prizes.

Former Eaton Vice-President Dies at 81

R. S. McCordick, a former Vice-President and Director died in Winnipeg, on January 14, at the age of 81.

Mr. McCordick, a native of Ireland, began his career with Eaton's in 1912 and served with the Company for 41 years before he retired in 1953.

He was appointed supervisor of Eaton stores in Alberta in 1929, and became General Manager in Winnipeg and the Western Division operations six years later.

Made a director in 1936, Mr. McCordick was appointed a Vice-President in 1942.



R. S. McCordick

Mr. J. Bruce Heads East

Mr. J. Bruce, Western Division Advertising Manager, has been appointed to the position of Advertising Manager, Central Division.



John Bruce

Mr. Bruce has been associated with Eaton's since 1945. He came to Winnipeg from Toronto, as Advertising Manager of the Winnipeg Store, in 1952.

During his stay in Winnipeg, Mr. Bruce took an active part in community affairs. He is past-president of the Sales and Advertising Club and a member of both the Winnipeg Chamber of Commerce and Manitoba Travel & Convention Association. Last year, Mr. Bruce was a member of the promotion committee for the Manitoba Centennial Committee and the Pan-American Games.

Mr. Bruce was born in Ayrshire, Scotland, and educated in Toronto. He is married and has three children.



SURPRISE SALE: The Port Arthur store's first Surprise Sale had plenty of eye-popping, crowd-stopping features including models equipped with sandwich boards advertising bargains, lively music and a blackboard which kept customers informed of sale specials. Radio announcer Bill Logan of CJLX, centre, broadcasting the specials-of-the-day.



CAR WINNER: Jack Fox of the Regina Store, left, received the keys of Camaro "500" from Ernie Gray of the Sealy Mattress Company. Jack won the car in Sealy's recent Prairie Provinces sales contest.

New Monorail System Speeds Merchandise Processing



Vi Haywood, left, and Bertha Jeffries hang merchandise, direct from shipping cartons, on the new system's slick rail.



Olga Tanasoi, left, and Paula Poirier, right, are ticketing merchandise that has been moved down the slick rail, while Evelyn Merritt, centre, prepares coding sheets.

A fast, flexible monorail system for storing and processing garments recently went into operation in the Merchandise Processing Department, Winnipeg.

This overhead system, comprised of two separate monorails, has a storage capacity for some 5,000 garments. Moving rails with T-bar hangers enable the merchandise to be stored by department and date required.

When merchandise is needed it is directed along the monorail to a pickup area for shipping to the sales floor.

* * *



Sue Wilson moves fur jackets along a slide rail to the holding area before they are shipped to the sales floor.



Merchandise Processing Manager Merv Tiller, centre, outlines an operating feature of the monorail system to Morris Agland, left, and John Kellas.

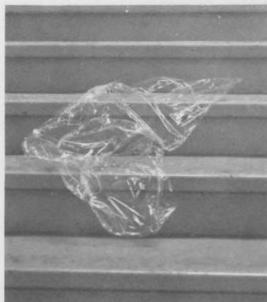


Jeff Rankine, left, is loading coats onto a hanging truck which transports them to the selling area. At right is John Kulak, Foreman.

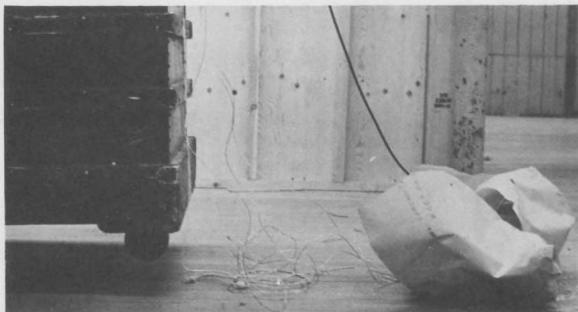
Every Litter Bit Hurts



OUCH! One of the prime causes of falls is water, oil, or grease spilled on floors. Cover it up, clean it up at once, before someone ends up in hospital.



OUCH! Cellophane looks harmless — but its deadly on stairs. Watch your step or you'll lose your life.



OUCH! Scrap material, string and tools lying around may hurt someone. It doesn't take much to trip a person. Keep floors and aisles clear at all times.

Upcoming Events

Chartered Flights

The dates of the two Eaton Recreational Club's chartered flights to London, England, are: The Air Canada jet flight will leave Winnipeg May 21 and return June 17. All seats have been purchased on this flight.

The Wardair split charter departs from Winnipeg May 20 and returns June 19. Seats are still available. The return trip costs \$270. Where-to-Go Travel Service on the 8th floor of the Winnipeg Store is handling the arrangements.

* * *

Photo Show

The Winnipeg Pentax Club, under the direction of the president Ron Watchorn, camera counter, are staging a photograph exhibition in the Donald South area, February 19-24. Highlights of the show will include 25 enlarged pictures of the American Civil War, antique cameras, colour slide shows, and a set of early Manitoba photos.

* * *

Children Art

A children art show will be held in the Donald South area, Jan. 26-Feb. 3.

JOB OPPORTUNITY

A career opportunity, with a guaranteed salary and commission program, as a Life Assurance Agent in Winnipeg, is now available. Staff interested in investigating the prospects of this career may contact Branch Manager Jimmie Quinn, T. Eaton Life Assurance Office, 8th Floor, Winnipeg Store, or Mrs. E. Andrew, Employment Office.

SERVICE ANNIVERSARIES

25 Years



Mr. J. Hannes, Thomasson, Winnipeg Drapery, Feb. 5.



Mr. John E. Nicholls, Winnipeg Central Receiving, Feb. 6.



Mr. Joseph E. Duval, Service Building Stock Keeping, Winnipeg, Feb. 10.



Eatonians Make Good Neighbours

Learning to shoot is an important part of Air Cadet training. Jack Caine, Divisional Merchandise Presentation, centre, instructs small arms shooting twice a week at the Air Cadets' range in Winnipeg. From left to right are:

"Today's young people need guidance, understanding and discipline," says Jack Caine, "as many of them will be our leaders of tomorrow."

One of the best training grounds for future leaders is the Canadian Air Cadet League, where boys between 13-19 years of age receive a good background in citizenship, in initiative and in the skills of command.

For the past six years Jack Caine of the Divisional Merchandise Presentation Department has been instructing small arms training at the Air Cadets' range on Ferry Road, near the Winnipeg Airport. This fire arms training has a double barreled benefit.

"The cadets not only learn rifle handling and good marksmanship, but discipline and safety too," says Jack Caine.

JACK CAINE

W/O Craig Windsor; Instructor Bob Gardiner; Mr. Caine; W/O Robert Melville; Flt/Sgt. John McKenzie and Flt/Sgt. Ken Vickets.

In the future young people will profit from precautionary measures they've learned whenever fire arms are used.

In addition to his range duties, Jack also instructs aeronautics and accompanies his flight on air trips, to familiarize them with flying.

He first became interested in shooting when he joined the Eaton Rifle Club at the old Woodbine and Police Range on Rupert Avenue in 1936. During World War II he was an Army weapons instructor. His eighteen-year-old son Dennis has also taken advantage of Air Cadet training.

Jack, who has been with Eaton's for 23 years, sums up his community service in these words: "There's a lot of satisfaction gained from working with these boys and helping them develop into fine citizens."